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FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION • UNITED STATES DEPARTMENT OF AGRICULTURE

August 3, 1945

NO. 122

POULTRY ORDER AND FACT SHEET. . . . As a further means of securing the amount of canned poultry needed for our troops, War Food Order No. 142, effective August 13, is being issued. It requires authorized processing plants in the 12 major producing States to reserve 50 percent of the poultry they process for Army purchase. The States are: North and South Dakota, Nebraska, Kansas, Oklahoma, Texas, Minnesota, Iowa, Missouri, Wisconsin, Indiana, and Illinois.

A press release (for release Aug. 5), fact sheet, and a set of questions and answers are being sent this week to county Extension Service, Triple-A, and FSA officer, in the 12 States. Notification copies will also be sent to the remaining State offices. The fact sheet urges cooperation in developing public sentiment for getting poultry to authorized processors, so that our fighting, and wounded, men may have all the canned poultry they want. Copies of this material may be obtained from the Office of Information.

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FARMERS URGED TO MARKET CORN. . . . Secretary Anderson recently stated that he does not intend to recommend an increase in corn price ceilings since farmers are now receiving full parity price. "There is urgent need for corn now in deficit areas and farmers will be doing a real patriotic service by marketing as rapidly as possible the corn they do not need for their own operations. Inasmuch as the Office of Price Administration has already announced that there will be no advance in ceiling prices on corn, I hope that no producers who have corn they could sell will hold back supplies in anticipation of a price rise."

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A BACKGROUND STATEMENT ON THE LAMB SUBSIDY PROGRAM, recently announced, and a series of questions and answers are being prepared for distribution to Triple-A field offices and other interested Agencies, the first of next week. Under the new program, CCC payments will be made to producers on sheep and lambs marketed on or after August 5, and through June 30, 1946. At the same time payments to processors will be withdrawn. Payments will range from \$1.50 to \$2.50 per hundredweight for lambs weighing 65 to 90 pounds; from \$2.15 to \$3.15, for those weighing over 90 pounds; and \$1.00, for all other sheep and lambs.

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SALES OF SURPLUS AUTOMOTIVE PARTS. . . . The first two of a nationwide series of sales of surplus automotive parts will be conducted by the Automotive Division of the Department of Commerce, Surplus Property Office, at Philadelphia, and Texarkana, Tex., on August 6. Other such sales will be held at Atlanta and Denver, August 13; at Cincinnati, August 30; at St. Louis, Salt Lake City, and San Francisco, August 27; and at Chicago, September 17--the final sale of the series.

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AGRICULTURAL LEGISLATIVE DEVELOPMENTS. . . . July 28, the Senate Agriculture and Forestry Committee reported a school lunch bill and the Senate ratified the United Nations Charter.

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"FOOD POOL" FACT SHEET. . . . A fact sheet incorporating the definition of the Food Pool, the analysis of the plan, and other pertinent information is scheduled for distribution this week. It will go to State Nutrition Committees, Extension editors and directors, the regional OS and OMS offices, regional information offices of FSA, and State Triple-A offices. Single copies may be obtained from the Office of Information.

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SCRIPT OF BROADCAST FROM CARACAS. . . . "Consumer Time" was successful in getting a direct pick-up from the Third Inter-American Conference on Agriculture at Caracas (the only broadcast from the Conference heard in the United States). L. A. Wheeler, Director of OFAR; Hazel K. Stiebeling, Chief of BHN&HE; and the head of the Brazilian delegation to the Conference, appeared on the Broadcast. As soon as the text is received from South America, the script will be distributed and copies may be obtained from the Office of Information, probably within the next week.

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SLIDEFILM CATALOG. . . . Misc. Pub. No. 566 recently issued is a classified catalog of USDA slidefilms. It contains instructions for ordering, including prices, and gives brief description of each slidefilm. Some related motion pictures are also listed in this 24-page booklet, but reference is made to Misc. Pub. 574, "Motion Pictures of the United States Department of Agriculture," for more detailed information on motion pictures. Copies of either booklet may be obtained from the Office of Information.

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HOME CANNING CARTOON. . . . Mr. O'Kay and Jane Q. Public canned some of the fruits and vegetables from their Victory Gardens. Mr. Sly didn't, and his tragic experiences when winter came--in contrast to their happy ones--are shown in a new one-minute movie cartoon produced by the Pathescope Co. It will be seen in about 14,000 commercial theaters for about a month beginning August 20. Distribution has been arranged through OWI with the War Activities Committee of the Motion Picture Industry.

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DDT. . . . In another day or so a release can be expected on civilian use of DDT insecticides. Since the effect of DDT on human beings and animals has not yet been fully determined, the Department warns that DDT released for civilian use must be labeled, marketed, and used with great care.

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DUKE DUMARS, the amateur gardener of "YOUR HOME AND GARDEN" show will take over for Ernie Moore while he is away two weeks beginning August 11. Ruth Van Deman will be on hand with news for homemakers--the time is 12:30 p.m., EWT, over ABC.

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UNRRA'S CANNING PROGRAM. . . . UNRRA has formulated and announced a program on "Community Canning for War Relief" in which it calls for community canning centers to increase their canning by 10 percent and to contribute that added amount to UNRRA for war relief distribution. Attention is called to the Department's policy on this program as set out by Mr. Hinebaugh in a letter to all USDA agencies July 31:

(1) It should be made clear that it is an UNRRA program and not a program sponsored by the Department of Agriculture.. Contributions by community canning centers will be made only at the discretion of the local individuals concerned.

(2) The Department of Agriculture will make available through its channels to supervised community canning centers the following materials issued by UNRRA: (a) the leaflet called "Community Canning for War Relief," (b) freight shipping instructions, and (c) the shipping order report form. The covering letters of transmittal should state that copies of these materials are being transmitted through USDA channels to community canning centers at the request of UNRRA..

(3) Since the UNRRA program calls for action only by a few thousand supervised community canning centers, and UNRRA has plans to conduct an information program of its own, the Department of Agriculture will not undertake an information program for the UNRRA plan. Information materials prepared by UNRRA will be transmitted through USDA at UNRRA's request to community canning centers only.

(4) UNRRA has been requested to clear with the Department of Agriculture in the future any proposed press releases or other materials to be issued by UNRRA which deal with the Department of Agriculture or its field of operation.

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USDA RELEASE OF SPECIAL SIGNIFICANCE. . . . Pork set-aside percentage change to aid distributors--1406; The county agent knows land values--1412; Hearing to consider further curb on rye speculations--1417; British farm buildings mission touring United States--1424; Poultry canning order partly suspended--1432; USDA develops water holding cotton firehose--1436; 1945 cotton loan program--1437; Rice set aside reduced--1438; Increased support payments to growers of 1946 crop sugar beets and cane--1448; 1945 canned vegetable subsidy rates--1451; Sugar beet and sugar cane processors to get payments--1454; Farm land prices up to date--1455.

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OTHER RELEASES OF AGRICULTURAL SIGNIFICANCE. . . . Provision for establishing ceiling prices for fresh fruits and vegetables shipped by airplane on experimental basis announced--OPA-5791; Fishermen's maximum prices for Sacramento River salmon adjusted in line with those for other seine-caught Chinook salmon--OPA-5785; Ceiling prices for 1945-46 winter and spring crop early white potatoes to be same as those of past season--OPA-5799; New method of pricing used egg cases established to encourage their return in good condition and widest possible re-use--OPA-5795.

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AUGUST BUTTER SET ASIDE 20 PERCENT. . . . Set-aside of creamery butter for Government purchase during August has been reduced to 20 percent from the previous 30 percent scheduled. Increase over expected butter production in July and the expectation of slightly higher production than originally estimated for August has made this reduction possible. Also, Army purchases of butter in Denmark to use in feeding United States troops in Europe will lower military requirements for domestically produced butter. Approximately 100 million pounds of creamery butter will be available for civilians during August under the new set-aside quota. The set-aside quota

for September has not yet been decided. No further reduction in point value of butter is expected because of the recent point reduction from 24 to 16 points per pound.

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THE FARM LABOR SITUATION. . . . Farm labor placements made by county agents and farm labor placement officers during the first six months of 1945 were 33 percent greater than for the same period in 1944. In filling 1,645,279 farm jobs, assistance was given to 250,000 farmers. Townspeople will be asked in August, September, and October to help with the local harvest in many areas. With the regular labor force on farms the lowest on record, about four million extra workers will be needed at harvest time. States reporting the largest numbers of farm labor placements for June include California, Arkansas, Texas, Idaho, and Washington. (USDA press release 1429-45).

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RECENT USDA PUBLICATIONS. . . . Selecting fertilizers, Circ. No. 487, 16 p.; How to prepare vegetables and fruits for freezing, AWI-100, folder (a revision of and supersedes AWI-63, Preparing home-grown vegetables and fruits for freezing), Feed consumption and marketing weight of hogs, Tech. Bul. No. 894, 28 p.

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THE CONSUMER TIME show for August 11 is entitled "Safety at Home." Through antics of the careless Jones family, interesting facts about accidents in the home and how to prevent them will be dramatized. On August 18, the "call to farms" will be sounded in a story featuring the WLA. The time-- 12:15 p.m., EWT (NBC).

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